

# **North America Telecom Analytics Market By Deployment Type (On-premise and Cloud) By Organization Size (Large Enterprises and Small & Medium Enterprises) By Application (Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others) By Country, Industry Analysis and Forecast, 2019 - 2025**

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## **Abstracts**

The North America Telecom Analytics Market would witness market growth of 11.8% CAGR during the forecast period (2019-2025).

Analytics tools have become increasingly popular in the telecom industry globally, their momentum originating from the need for data-driven decisions in an extremely complex landscape. Additionally, data mining, prescriptive modeling techniques, and predictive solutions are becoming increasingly relevant to telecom companies. Telecom companies of all sizes concentrate on exploiting the capacity of telecom analytics to boost operational efficiency, gather real-time information, enhance acceptance rates for marketing products, improve risk management, and the like.

The enterprise-wide telecom analytics can be used to gain insights into the different facets of customer service, risk and compliance management, personnel management, network management, and sales and marketing. Telecom analytics tools usually serve the needs of industry enterprise complex business intelligence. They ensure this by offering better insight in telecommunications companies' business activities, their internal processes, and market conditions, as well as consumer churn rates.

In the telecommunications industry, artificial intelligence (AI) and machine learning techniques have made major progress. The worldwide telecommunications industry's changing landscape is increasingly vulnerable to market threats that fall narrowly within issues related to model overhaul, regulations, and privacy. To tackle large numbers of these obstacles, telecom analytics have evolved to hold a prominent role in business intelligence.

Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Application, the market is segmented into Customer Management, Sales & Marketing Management, Network Management, Risk & Compliance Management, Workforce Management and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, Adobe, Inc., Cisco Systems, Inc., OpenText Corporation, Teradata Corporation, Sisense, Inc., Tibco Software, Inc. (Vista Equity Partners), and SAS Institute, Inc.

## Scope of the Study

### Market Segmentation:

#### By Component

Software

Services

#### By Deployment Type

On-premise

Cloud

#### By Organization Size

Large Enterprises

Small & Medium Enterprises

#### By Application

Customer Management

Sales & Marketing Management

Network Management

Risk & Compliance Management

Workforce Management

Others

#### By Country

US

Canada

Mexico

Rest of North America

#### Companies Profiled

IBM Corporation

Oracle Corporation

SAP SE

Adobe, Inc.

Cisco Systems, Inc.

OpenText Corporation

Teradata Corporation

Sisense, Inc.

Tibco Software, Inc. (Vista Equity Partners)

SAS Institute, Inc.

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